

Carroll Club Jumps to the Lead in Feminist Movement

Business Girls' Organization in Wonderful Former Home of the Colony Club Expands Membership to 6,000 in Less Than 2 Years

WHILE smug thousands have moved in their narrow, very circumscribed circles of dinners and dances and auction and theatre parties, proving again how very provincial this monstrous town is, more than six thousand persons of similar ideas and congenial tastes have concentrated into one of the strongest social organizations of Greater New York, with a clubhouse that cannot be excelled in any of the other great cities of the world in convenience, completeness and luxury of surroundings.

It is the Carroll Club, but how many persons in this city who confess to a natural inclination toward the social side of life ever heard of it?

It is safe to say that not more than one person in many thousand among the millions in this great city have, judging from such queries judiciously placed, and the negative answer to the question is a sad commentary on the want of knowledge many residents of the American metropolis have about what is going on among them.

They dine in a room of superb proportions and classic lines. Their lounge is an interior that has won the enthusiastic approval of opposing architects. In their ballroom a thousand members of the club may dance in comfort, and in the upper reaches of their five story clubhouse is a gymnasium with an elevated running track, where two hundred of the members may at once prove their prowess. Down in the basement is an immense swimming pool.

Only a Few of the Wonders Are Set Forth in Summary

But those are a few of the wonders of the home of the Carroll Club. There is a theatre with a seating capacity equal to that of some of the professional playhouses where the lights are brightest in Broadway. In that theatre a few nights ago the dramatic organization within the Carroll Club produced a Greek play without cuts before an audience that included persons who help make fashionable life in New York what it is to-day. A few nights before those amateurs produced an original comedy, and a week earlier a hundred members, forming the Glee Club of the organization, gave a concert that delighted hundreds of discriminating hearers.

What is this Carroll Club? It is, like many other recent and highly successful achievements, a feminist movement.

What are the qualifications for membership? Personal eligibility after it has been found that the applicant, who must be under thirty years old, has a regular vocation and is a good Roman Catholic.

How old is the club? It will be two years old in April.

And where is it? At 120 Madison avenue, where it took up its existence soon after the Colony Club, regarded as the last word in smart women's clubs, decided that it would rather live in the court end of town.

In fact, the Carroll Club is the Colony Club of the New York women with vocations, but, while a youngster among such New York clubs, it has gone on expanding until to-day it has many times the membership of the older social organization it succeeded in the famous Madison avenue clubhouse, which the late Stanford White designed.

The Carroll Club came about in a natural way when a woman of broad vision realized

it was just what thousands of her less fortunate but equally human sisters were dreaming about but unable for material reasons to make a reality. It was Mrs. Nicholas F. Brady who made the club with its present 6,000 members possible, and she is a type of some other American women of resource and force who understand the social and sociological significance of "the psychological moment."

Bought the Colony Club House.

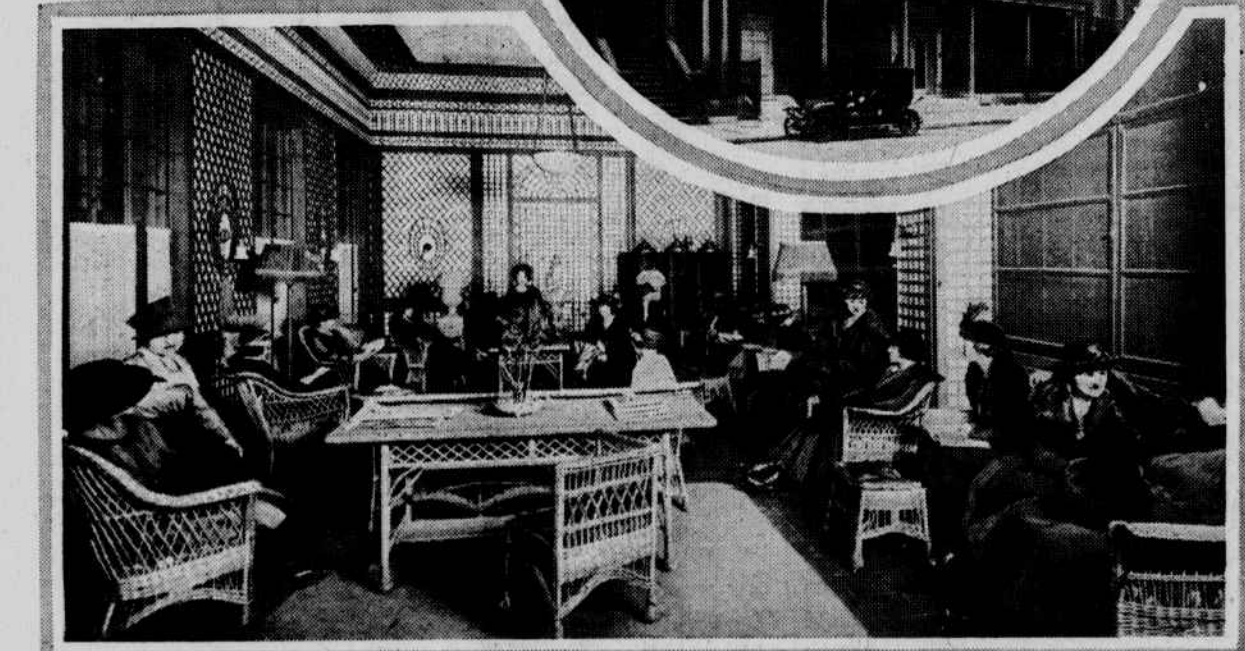
But Changed Idea of Membership
Mrs. Brady purchased the Colony Club property when that club went up to 564 Park avenue. Her suggestion that the successor as a club should be an organization of business girls, self-governing and with cultural and educational aims, met with an immediate response.

Yesterday a member of the club summed up the result with this observation: "You see the only thing we needed was the right start."

Mrs. Brady was elected the first president of the club, and she has remained the diplomatic head since, with an advisory board that is composed of Countess de Laugier-Villars, Mrs. John Marron, Mrs. W. Bourke Cockran, Mrs. John D. Ryan, Mrs. Cabot Ward, Mrs. John A. Jackson, Miss Katherine McCann, Mrs. Shane Leslie, Mrs. Thomas Hughes Kelly, Mrs. De Lancey Astor Kane, Mrs. Robert J. Collier and Mrs. John Beverly Duer.

The woman (the club is completely fem-

In panel above is a corner of the luncheon room at the Carroll Club. In circle at right is the artistic exterior of the clubhouse, once the home of the Colony Club.



In oval is Mrs. Nicholas F. Brady, who is keenly interested in and heads the Carroll Club. At left is a corner of the lounge.

inist) who keeps constant watch over the complicated machinery of an organization of 6,000 persons is Mrs. Evelyn Smith Tobey, who also is the head of the millinery department of Teachers College of Columbia University. She has worked with working girls for years, is expert in settlement work, is

identified with various committees concerned in social and religious work and is a member of the New York bar. Such a woman finds a logical place as executive head and director of such an organization as the Carroll Club.

While a great social force, the club is essentially a recreation centre for business

women. Practically every industry in New York is represented in the membership, with private secretaries, teachers, stenographers, saleswomen and telephone operators predominating. It is self-governed through a social committee composed of members who consult with the executive staff, decide on

proper procedure and report back to the members.

The curriculum laid down for the educational features of the club suggests the combination of an industrial and finishing school. There are classes in dressmaking, millinery and cooking. The kitchens of the old Colony Club were famous. Special attention is given to instruction in the Spanish language, as necessary in future industrial development in this part of the world. There is a dramatic school and a class in choral singing.

The club faculty is composed of trained and experienced teachers, whether it is in the composition of cream of tomato soup or in aesthetic dancing. In the drama and in choral singing have these young business women proved themselves especially apt. Recently the members of the dramatic club staged four plays by Constance d'Arcy Mackaye. The Glee Club has 150 members, under the direction of Miss Edith Bennett,

Huge Ballroom, Theatre, Fine Gymnasium and Other Splendid Facilities Offer Social, Educational and Recreational Advantages of the Best

who during her college days was choral club leader at Smith College.

But woven into this broad educational idea is the dominant social spirit, with frequent plays in the theatre and choral concerts in the gymnasium; informal dances every Saturday night, with an orchestra of six musicians to furnish the incentive, and with three balls a year in one of the most beautiful ballrooms in New York. When those three big events in the annual life of the club come around the orchestra is swelled to twelve musicians. Every Sunday afternoon the members ask their friends in for tea.

In the upper floors of the clubhouse are dormitories where a member may get an ideal night's lodging for 75 cents, and here is where the club has worked out one of its big ideas. Girls who come as strangers to New York are welcomed when sent there by the Travellers Aid. The strangers may live at the club until they find positions or suitable living accommodations, and if the strange girl finds she has made a mistake in coming to New York she is helped back to her home town.

Cooperates With Other Societies In Emergency Welfare Work

Out of this social organization has developed a logical emergency welfare work which keeps in daily cooperation with the Bureau of Boarding Houses, the Young Women's Christian Association and the Travellers Aid. The plight of crippled children seems to appeal particularly to the hearts of the members. Last Christmas the dramatic club gave a performance in the theatre before an audience of afflicted children.

In view of this partial outline of the privileges and aims of the Carroll Club, is it any wonder that the club has 6,000 members and a long waiting list? It is the first of its kind, but while only two years old its influence has gone abroad. Yonkers is trying to get such an organization into being. So also is Rochester, and in last week's mail Mrs. Brady and Mrs. Tobey received similar inquiries from cities in a dozen other States.

And the setting is a clubhouse that, as a faithful copy of a Colonial mansion in Boston, is pointed out as one of the architectural ornaments in New York. In England the home of the Carroll Club would be called Georgian, but in America it is Colonial for obvious reasons.

The interior decorations are faithfully Adam. Miss Elsie de Wolfe spent two years in planning and collecting the fabrics and furniture in this country and abroad. The green trellised tea room is a place of artistic beauty. The dining room walls are paneled and painted, with no ornament save the brackets on the wall and the picture over the mantel. The ballroom is of impressive proportions. The theatre is as attractive as it is utilitarian. Miss De Wolfe called the club "a house of good taste."

But that isn't all. Out in Chappaqua, N. Y., within easy commuting distance from Forty-second street, is The Gables. It is the Carroll Country Club, a spacious rambling structure, with broad verandas, the quintessence of bucolic comfort.

Head of French Charm Club Offers Proof Woman Is Loveliest at 40

By STERLING HEILIG.
Special Correspondence to THE NEW YORK HERALD.

Copyright, 1921, by THE NEW YORK HERALD.
TARDES, South of France, Feb. 8.

"WOMAN is loveliest at 40!"

The speaker, Countess Andree de Tavernay, admitting to be 41, would seem lovely claiming 25. She proves her statement in her own case.

And the thing she told is big—big. Although the centre of it is in Paris, I could have learned no details there of the French Charm Club, where great ladies of society and certain very great business women joined up in a poignant feminine work, extremely novel, extremely particular, desire no boulevard publicity. On the contrary! But here, in the loveliest old town of South France, in the shadow of a romantic chateau, the lovely woman who is its nominal head is willing that women in America shall hear of it truthfully and not misunderstand from garbled rumors later. They cannot join—the thing is limited to France.

Booklet of Charms Forbidden To the Eye of Mere Man

"The defence of the woman of forty?" says the Countess, who is nominal head of the Charm Club. "You can call it that, although she needs no defence, but information and encouragement."

They have an extraordinary series of booklets to put into her hands; and no Frenchman is ever to read the book!

How can such a condition be enforced?

"The pages can be kept from the general male public," answers the Countess. "We have taken a hint from those American correspondence schools, adapting their method to our requirements. Part 1 must be returned before Part 2 can be received; Part 3 before receiving Part 2, and so on. Each recipient must make a solemn statement that no male eyes have read it, or explain the circumstances in case of failure. In the latter case advice will be given for the future. Money is no object. It is for the French family!"

There are secrets which every good woman should know, they claim, of beauty, of charm, of attraction, of companionship, to meet disloyal competition. Women of forty, why stand in the shadow?

"Some don't," I ventured.

"They do well," answered Andree. "In health, enjoying rational comforts, the

Countess Andree de Tavernay Asserts Femininity at Two Score Years Requires No Defence but Often Needs Encouragement—Discusses Novel School for Those Too Prone to Stand in the Shadow—Booklet of Beauty Secrets Is Forbidden to Eyes of Mere Man

woman of forty—aye, the woman going on past forty—can always triumph in her flowering! She requires will power, knowledge of our little secrets, and encouragement to master that pathetic disdain which so often tempts her to stand back and make room for the younger set!"

I have not seen a page of the correspondence course, naturally, but am told that its introduction, though addressed to French wives, means all women of forty or thereabouts, at this painful era in France which has seen 3,000,000 men, all marriageable or married, either killed or maimed for life. "Women of forty," it says, "charm your husbands and fiancés. It is easy. Were proof needed, observe that the intuitions of the very young man in this matter are unerring—the youth of seventeen, with senses fresh and keen, begins with his grand passion for some woman of forty! It is traditional, from Candide to Henry Esmond. His first judgment, untroubled by calculation, awards the engraved apple where it belongs!"

Club Holds No Meetings But Wields Wide Influence

The French Charm Club is, evidently, a misnomer. Its members do not meet to discuss their interests; and, in fact, they do not know each other as members. But the heads of the movement appear to be powerful and capable, not only in society, but by their unusual allies of business women of position. This latter is highly significant.

They have, visibly, all the money they want for a national French propaganda; and while their motives are cinched in profound patriotism, they admittedly get force from personal and clan feeling—not to mention wounds to the spirit which are easy to guess. It is a hard time, in France. In Germany, they talk polygamy.

"The worst enemy of the woman of forty is the man of forty!" exclaimed the Countess Andree. "The woman of forty is the mirror in which he sees, with terror, the shadow of his own degeneracy! He forgets that the wear and tear of his past ten years have not been here. So the man of forty marries the girl of twenty-three!"

"Alas!" I said.

"No," she replied. "Because, in spite of



COUNTRESS DE TAVERNAY, Head of the French Charm Club.

his wear and tear the girl of twenty-three finds in the full man her profound satisfaction. Daily in Paris we see men of forty winning out against inexperienced young fellows. The correspondence course has a chapter on 'the best loved man in Paris,' who has been the subject of intrigues and quarrels since 1913—and he will be forty-two years old next July!"

She sighs heavily.

"What a crook he is, the man of forty! He is vain and suspicious. Even when, as often happens, he joins physical integrity to the graces of experience, he desires to punish the unoffending loveliness which walks beside him in the path of years! Ah, yes, he makes the woman of forty suffer! Would she be human not to resent it? Unspoken malice in her laughing eye causes him in turn to grit his teeth with hate. So two perfect creatures at the flowering of their best too often turn their backs upon each other, leaving opportunity open to wiser hearts or heads—to young girls with their queer intuitions, and the man of fifty purged of petty vanity!"

"Fine women are the age they look," I said, amazed.

"No, the woman of 40 is positively loveliest," replied the lovely specialist. "Painters of voluptuous subjects—nymphs rolling on green lawns, bacchantes sprawling in pagan festivals or Courts of Neptune sunning on golden sands—have always been reproached for 'doing chic' because they partially agree their models. Exactly! To attain the perfection of sensual beauty, such painters enlarge rotundities, exaggerate curves and arrive at an unearthly charm by giving the nymph of 17 a whole set of outlines which she ought not to have for ten or fifteen years yet. What is this but glorifying the woman of 40? The empty face of 17 is added to flatter the man of 40 who generally buys the picture!"

Academical Purity of Line Is Lost

Not at 40 But at 24, Says She

"As for academical purity of line," she concluded, "it is lost not at 40 but at 24. The story of Eberlein is classical. Struck by the pure outlines of a model of 23, the sculptor noted down her measurements. Five weeks later in verifying them before a confrere not a single one of those measurements concurred with the girl from whom they were taken—the academic anatomy had bulged all along the line, toward the rounder beauty prized by common mortals!"

The tantalizing thing, of course, is to be so near to the accumulated beauty secrets of the French Charm Club and not to glean a single one of them!

"Why, naturally, no!" replies the

Countess. "I have told too much already, and the issues are too serious. Do you not see that the sacred interests of the French family are involved? I will say this: We would be justified in anything!"

"A hint," I wheedled, "just one beauty secret!"

"Was it to put me off? Has she given us a right one or a wrong one? They certainly have warm feelings for the American sister. On the other hand, mystery is essential. So in any case here goes."

Exhibits Pictures to Prove Women of 40 Still Rule Paris

She scattered a bunch of photographs on the table. They were portraits of beautiful women. Then she called off, one by one, their ages.

"In spite of the peril, you see, women of 40 still rule Paris," she said. "Most of the originals of these portraits were less beautiful when they were younger. Here is one who had an insignificant nose and her eyes were nondescript until—but never mind that! Here is one who has not a single fine feature; yet the ensemble is a very beautiful woman. It had to be learned—arrived at. But if this flat portrait is charming, how much finer must be the breathing woman?"

She pointed out their defects, but "they were far worse when younger!" "It was the photographers," she says, "who helped these women to become beautiful! Yes, here is a great secret. They have been much photographed, and the effort to resemble one's best pictures (with all the retouches and the happy pose and expression) helped to carry them to beauty—more than you could believe, not being of the Charm Club!"

For one thing, it must be systematic, done with system, there is a strong influence of self-suggestion. They come to resemble their best photographs by degrees because they have instructions how to study them in series, and are expecting the results. Living up to last month's photograph makes next month's photograph more beautiful. It encourages.

"I do not object to your divulging this particular beauty trick," said the Countess, "because it requires time and must be pursued with system. Also, the enemy will not

credit it—the thing requires a certain quantity of soul to see it. With us it is powerful!"

In the shadow of the romantic old chateau anything seemed possible.

But—"This is not a beauty parlor!" said the Charm Club lady brusquely. "The affair is serious. For the first time in French society young girls are getting out of hand. We want our sisters to be happy. If the woman of 40 becomes panic-stricken she enters 'the terrible 40s.' Indeed, they may be 'the ridiculous 40s' or 'the splendid 40s,' as she makes them."

Villagers Set Up Cooperative Laundry

A NEW and interesting venture in the field of cooperation is the Greenwich Village Cooperative Laundry, now being run at Greenwich House, 27 Barrow street. About a year ago a group of people in the neighborhood combined in buying shares, which are to pay 6 per cent. for the establishment of the laundry. These funds were used for the purchase of equipment and Greenwich House supplied a light and convenient room for the laundry in the basement. Then regular laundresses were hired and the work was started under the direction of Mrs. Lambert, one of the Greenwich House workers.

Members of the association are charged for their laundry at the prevailing laundry prices of the neighborhood, but every three months the profits go back in the form of dividends on the stock. It is expected that these earnings will be from 20 to 30 per cent.

Aside from the financial gain, the patrons have the advantage of knowing that the laundry is done under sanitary conditions and that no harmful washing powders are being used. Although still young, the organization is already a great success. Several settlement houses of the vicinity are members, and a similar cooperative plan is urged for settlements in other parts of the city. It has also been suggested that a cooperative laundry where women of the neighborhood could come in to do their washing might be of great service.